



TRADE SHOW OPPORTUNITY

# FOOD & HOTEL ASIA 2004

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S I N G A P O R E

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## The Market:

Economically and industrially, Asia is the world's fastest growing region. Asia has more than one-half of the world's population, which is projected to grow 44 percent over the next 50 years.



Singapore is at the hub of Southeast Asia, which is comprised of the Philippines, Indonesia, Malaysia, Thailand, Vietnam, Laos, Burma, Brunei and Cambodia. The region has a combined population of 500 million people. These culturally rich and politically diverse countries offer opportunities to a wide range of U.S. food exporters. In calendar year 2002, the region imported \$670 million worth of U.S. consumer-oriented agricultural products.

Key buyers from countries well beyond Southeast Asia—such as India, South Korea, Australia and Japan—attend Food & Hotel Asia looking for new products. In fact, over 33,000 international buyers from 99 countries attended Food & Hotel Asia 2002.

## Dates:

April 20-23, 2004



## Why:

Singapore is one of the most efficiently run countries in the world, well-served by air, sea and telecommunications. In this business-oriented country, you can reach buyers from all corners of the world. Many exhibitors consider Food & Hotel Asia to be Asia's best food show, due to its high number of international visitors.

At Food & Hotel Asia 2004, you will find thousands of buyers from hotels, restaurants, fast-food/quick-service outlets, supermarkets, hypermarkets, grocery stores, food and drink importers, wholesalers, distributors and purchasing officers for the industrial catering sector.

## Best Prospects:

Fresh produce, chilled and frozen foods, meats and poultry, confectionery items, snack foods, ice cream and other dairy products, seafood, specialty foods, ingredients, beverages, processed and convenience foods

## Contacts:

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